1. A method of applying a heat activated applique to a cloth substrate comprising:

bonding a continuous heat activated laminate to a support layer wherein said heat activated laminate includes a lower indicia layer bonded to said support layer, said laminate further including an upper heat activated adhesive layer;

cutting said laminate without cutting through said support layer to define said applique and removing waste portions of said laminate;

placing said heat activated adhesive layer against a cloth surface and applying heat and pressure against a back side of said support surface to activate said heat activated adhesive, bonding said applique to said cloth surface.

2. The method claimed in claim 1 wherein said applique comprises a plurality of separate symbols and wherein all of said symbols are applied to said cloth surface simultaneously.

3. The method claimed in claim 1 wherein said heat activated laminate is formed by laminating together an indicia layer to a heat activated adhesive layer.

4. The method claimed in claim 3 wherein said indicia layer is selected from the group consisting of flock, cloth, pigmented thermoplastic elastomer, pigmented thermoset polymer and puff ink.

5. The method claimed in claim 4 wherein said heat activated adhesive layer is a thermoplastic adhesive.

6. A heat activated applique comprising a lower support layer;

a continuous opaque indicia-bearing layer having a first surface bonded to said support layer with a pressure sensitive adhesive;

an upper heat activated adhesive layer bonded to a second surface of said indicia-bearing layer;

cut lines through said heat activated adhesive layer and said indicia-bearing layer and not through said support layer; wherein said cut lines separate indicia-bearing portions of said applique from waste portions.

7. The heat activated applique claimed in claim 6 wherein said indicia-bearing layer comprises a layer selected from the group consisting of cloth, flock, thermoplastic elastomer, pigmented thermoset polymer, pigmented high-temperature thermoplastic film.

3 8. The applique claimed in claim 2 wherein said indicia-bearing layer comprises a thermoplastic elastomer layer.

4 9. The applique claimed in claim 1 wherein said support layer is transparent.

5 10. A method of forming a heat activated applique comprising:

bonding a continuous heat activated laminate to a support layer wherein said heat activated laminate includes a lower opaque indicia layer bonded to said support layer, said laminate further including an upper heat activated adhesive layer;

cutting said laminate without cutting through said support layer to define said applique and removing waste portions of said laminate.